

Effective landing page creation and increase digital marketing ROI through page analytics



BUSINESS REQUIREMENTS



Improve conversion rate of landing pages created for social media and search engine marketing campaigns



Instantly modify campaign pages to improve user engagement



Reduce time to create campaign pages



OUR SOLUTIONS



Server side integration with API to allow instant creation of SEO friendly pages



Presence of visual user interface to filter products instantaneously and visual panel to re-order products



Easily duplicate and create multiple product sets to save time and increase productivity



Analyze real time user engagement of campaign pages to dynamically improve conversion rates



TOOLS/ TECHNOLOGIES



Rails



Elastic Search



REDIS



MySQL



BUSINESS IMPACT



Productivity improvement of over 70% by reducing the time to create and modify campaign landing pages

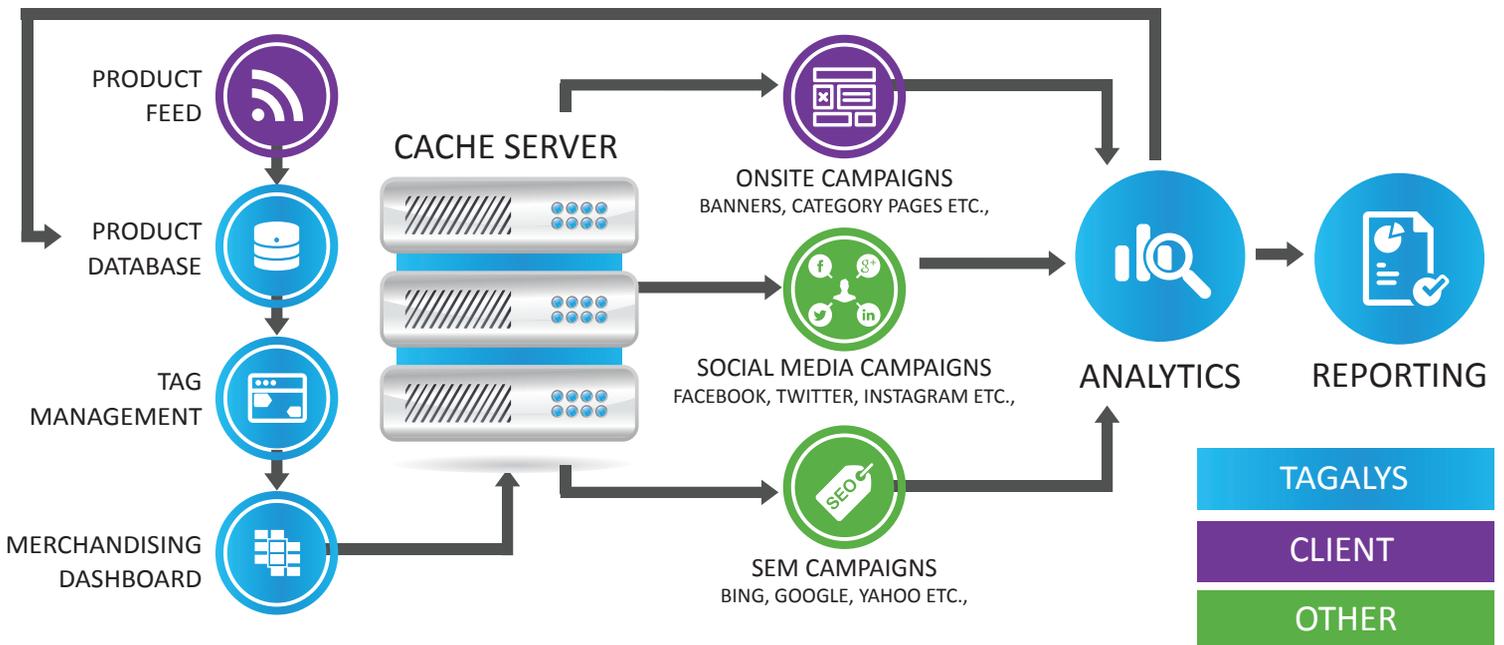


Increased average social media campaign conversion rates from 0.25% to 0.60%



Improved user engagement and revenues by better collection of user interaction data

Solution Overview



About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable digital transformation for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.